WE CLAIM:

1. A method comprising:

aggregating first fingerprint data and second fingerprint data;

identifying information associated with the first fingerprint data and the second fingerprint data; and

determining a subset of the associated information based at least in part on a frequency occurrence of the subset.

2. The method according to claim 1, wherein the frequency occurrence comprises a vote tally.

3. The method according to claim 1, wherein the subset comprises at least one of audio, video, and image data.

4. The method according to claim 3, wherein the associated information comprises at least one of audio, video and image data.

5. The method of claim 1, wherein said aggregating step aggregates fingerprint data within a predetermined time period.

6. The method according to claim 1, wherein the first fingerprint data comprises a first set of audio fingerprints, and wherein the second fingerprint data comprises a second set of audio fingerprints.

7. A method to match a song based on an audio fingerprint, said method comprising:

aggregating a first set of audio fingerprints with a second set of audio fingerprints;

determining a plurality of songs relating to the aggregated fingerprints; and

selecting a song from the plurality of songs based on a number of times a selected song matches the aggregated fingerprints.

8. The method according to claim 7, wherein the selected song includes the highest number of matches.

9. A method comprising the steps of:

receiving a signal from a first broadcast source at a reference receiver;

generating first fingerprint data from the received signal;

applying the first fingerprint data to a database to select associated information;

receiving second fingerprint data; and

comparing the second fingerprint data with the associated information.

10. The method according to claim 9, wherein said comparing step comprises the step of selecting a subset from the associated information based on a vote tally.

11. The method according to claim 10, wherein the vote tally includes probabilities of a match with the second fingerprint data, and wherein the selected subset has a highest probability of a match.

12. The method according to claim 9, wherein a user device generates said second fingerprint data.

13. The method according to claim 12, wherein the user device comprises a cell phone.

14. The method according to claim 13, further comprising the step of determining the geographical location of the user device.

15. The method according to claim 14, wherein the geographical location of the user device is determined by at least one of area code, cell site, device identifier, repeater identifier, and alpha-numeric data.

16. The method according to claim 9, further comprising the steps of:

receiving a signal from a second broadcast source at the reference receiver;

generating third fingerprint data from the received signal of the second broadcast source; and

applying the third fingerprint data to the database to select associated information.

17. The method according to claim 16, wherein the reference receiver comprises a plurality of receivers.

18. The method according to claim 17, wherein at least a first receiver of the plurality of receivers and a second receiver of the plurality of receivers are located in different geographical locations.

19. The method according to claim 9, wherein when a comparison of the second fingerprint data with the associated information does not identify a subset of the associated data, said method further comprises the step of querying a second database to determine additional associated data.

20. A method comprising the steps of:

receiving a signal from a first broadcast source at a reference receiver, the signal comprising an embedded digital watermark;

decoding the digital watermark to obtain a unique identifier;

interrogating a database with the unique identifier to identify a set of fingerprints associated with the received signal;

receiving second fingerprint data; and

comparing the second fingerprint data with the set of fingerprints.

21. The method according to claim 20, wherein said comparing step comprises a step of selecting a subset from the set of fingerprints based on a vote tally.